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ABSTRACT

Specific actions that schools, districts, and business groups can take to create effective cooperative programs are outlined and discussed in this manual. The booklet first cites national trends toward increased private sector involvement in education, then describes four activities mandated by South Carolina's Education Improvement Act of 1984 to increase cooperative efforts. The guide next presents a list of 29 ways in which community groups can assist local schools, including through donations, grants, sponsorship of activities, and offering training programs for students. Four ways of assisting entire districts are also listed. The guide next establishes six principles on which to base effective partnerships and examines the advantages that cooperative programs can provide to businesses and to students. The following sections of the guide present nine steps that businesses should take and 16 steps that schools should take when developing cooperative programs. Fifteen examples of successful programs operating in districts around South Carolina conclude the text. The guide also provides checklists to determine priorities of school needs and the nature of a business group's support, a model school board policy on partnerships, and samples of partnership contract and quarterly report forms. (PGD)

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EA 018 338

BUSINESS/EDUCATION PARTNERSHIPS...

Investments in Tomorrow

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1985

"South Carolina is a rapidly changing society. The economic system is changing, as is the educational system. The educational system must continue to improve if the economic system is to provide the quality of life our people so richly deserve. Education and this state's economy are forever married 'for richer or poorer, for better or worse.' A happy union between the two will guarantee both a richer and a better lifetime for future generations of South Carolinians."

Charlie G. Williams,
State Superintendent of Education

ESTABLISHING PARTNERSHIPS

The private sector is increasingly active in education today. Business/education partnerships follow many tracks, all with the same goal -- expanding educational resources available to students and the community at large. These partnerships are based on the concept that a community and its school system depend on each other for mutual support and success. Partnerships are built on mutual respect and trust.

Cooperation between schools and the private sector is certainly not brand new. Nationally, and in South Carolina, many business and industrial groups have already helped education through cooperative work-study programs, gifts of money and equipment, volunteer work and tutoring, scholarships, awards, student tours and other forms of assistance or "Adopt-A-School" programs. Schools have reciprocated by displaying student art in banks and other buildings; staging plays or concerts for retirement parties or other corporate social events; and inviting business people, retired employees and other community groups to school lunches, sports events, plays, concerts, and other school events.

The usual pattern is that a business, industry or other community group adopts a specific school and works with its administration and staff to complement, supplement, and coordinate efforts to improve student achievement, thereby increasing the quality and quantity of good prospects for employment. Some groups adopt an entire school district; most concentrate their support on a single school, class or special program.

President Reagan has said, "An education that trains the mind and fills the heart with hope -- that's the treasure American schools used to give their students. And if all of us -- officeholders, school officials, businessmen, teachers, parents -- provide our schools with the support they need, I'm confident that in coming years American schools will give our sons and daughters richer treasures than ever before." The president also issued a challenge "that every one of our country's public, private and parochial schools and community colleges -- all 110,000 of them -- will form a partnership in education. It won't be an expensive new government program. It will be human and effective."

Speaking at the first National Symposium on Partnerships in Education in June, 1984, (former) Secretary of Education Terrel H. Bell said, "The purpose of this initiative is to stimulate national awareness of the crucial role the private sector can play in providing our children with a bright educational future." Announcing that more than 35,000 partnerships were identified in American schools as of June, 1984, he observed, "The extensive variety of types of partnerships and increased awareness of business and industry as to their social responsibility makes me feel more strongly than ever that President Reagan's goal of 110,000 education partnerships is a noble effort that should be vigorously pursued."

The Office of Private Sector Initiatives is the government's focal point for promoting increased partnerships. Its address is White House, Washington, D.C. 20500. Phone: (202)456-6676. It is linked with the U.S. Department of Education Partnership in Education, 400 Maryland Avenue, S.W., Room 4079, Washington, D.C. 20202. Phone: (202) 732-1149.

EDUCATION IMPROVEMENT ACT OF 1984

With passage of South Carolina's Education Improvement Act of 1984, partnerships between commercial concerns and schools became even more vital. Business leaders served on two "blue ribbon" business-partnership committees which studied public school needs and recommended improvements incorporated in this act. They also now serve on the select committee which monitors how well each provision is working.

A major recommendation in the act itself is to "create more effective partnerships between schools, parents, businesses and the community."

This recommendation isn't just a "pie-in-the-sky" dream. Specific activities mandated include:

1. School improvement councils, composed of students, teachers, parents and members of the private sector, will monitor progress at all schools and report results annually.

2. Many more schools and businesses will participate in Adopt-a-School programs.

3. Business throughout the state will create a Public Education Foundation to fund exemplary projects to improve public schools.

4. Many more citizens will be recruited to serve as volunteers in schools in keeping with their own special talents, interests and available time.

Governor Richard Riley has said, "We can raise our public schools from the bottom of the list, but it will take the involvement and investment of the whole state to do it.

"Business leaders realize that the economic future of our state will be measured in the brain power of students emerging from our public schools...

"To have a successful partnership, business leaders must come to understand the needs of education. Likewise, educators must appreciate business concepts, such as productivity, efficiency, cost benefits and incentive programs."

INDIVIDUAL SCHOOL OR CLASS PROJECTS

While the number of people involved, the amount of time they devote, and the money or materials donated or loaned will vary, adopting organizations may assist local schools to fulfill their missions by:

- donating or loaning equipment, supplies
- sharing recreational facilities with schools
- establishing work-study programs
- providing job placement services for high school graduates
- releasing employees to tutor students, teach occasional classes and/or retrain teachers in their areas of expertise, such as science, math, computer operations, business, or vocational subjects
- helping to develop curriculum materials
- providing technical advice on school building design, remodeling or expansion
- offering summer jobs or part-time work to teachers to expand their understanding of business operations with a "trade off" assignment to tutor employees needing to improve their math, reading, writing, typing, spelling or other skills

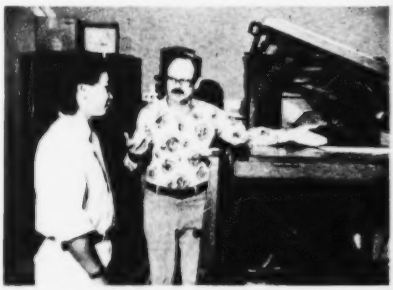
- speaking at assembly programs, classrooms or club meetings
- organizing volunteers for clerical or library help, tutoring, field trips, clubs and other supplementary classroom activities, speakers, preparing slide shows or other AV materials, technical assistance with school newspaper or yearbook
- expanding the library collection of books and audiovisual materials
- providing career counseling
- establishing student internships and apprenticeships which afford part-time employment for work experience and/or pay
- establishing student scholarships for college or technical/business school
- beautifying the school grounds
- training students in scientific research methods, data processing, word processing, and other technical skills
- teaching high school students how to apply for work and develop personal qualities desirable for employment
- establishing special grants for experimental programs
- helping gifted and handicapped students obtain job experience
- assisting administrators with managing money, time and staff; record- keeping; motivation; communications; public relations; and other business matters
- giving incentive awards to individual students for their academic achievement, academic improvement, perfect attendance, heroism, community service, leadership, athletics, or parental participation in school events (Awards might include: part-time jobs, trophies, field trips, certificates, ribbons, T-shirts, lunches, bonds, bulletin board or marquee display of the honor student's name, picnic, media publicity, memo pads with school logo or mascot, happy-grams to congratulate award winners, scholarships, or plaques.)
- sponsoring student trips to national or regional meetings or contests; underwriting community meetings, homeroom parties, academic or art-related summer camps
- holding student art exhibits and musical or drama performances at the company
- sponsoring student-of-the-month and student-of-the-year recognition plaques or trophies (A group might present either a plaque or trophy to an individual student or a permanent plaque or trophy with a new name engraved each year.)

- conducting career education projects such as assembly programs with motivational speakers, career fairs, tours of business facilities, and workshops/seminars on "How to Apply for Work," "How to Hold a Job," "Gaining Leadership Experience Through School Activities," "Career Planning," "Setting Goals" and similar topics
- initiating special joint projects with students, such as landscaping the campus, school building repairs and renovations, decorating for special occasions, or fund-raising for new equipment or special school events
- conducting joint community projects, such as gathering and delivering clothing, food, toys and other articles for needy families; entertaining at hospitals, nursing homes, or children's homes; or holding a clean-up, fix-up drive
- adopting a cooperative agreement for shared use of sports and recreation facilities
- selecting a nature study area for use by teachers and students during school hours and the community in general the rest of the time

Opportunities for help are endless, depending on school needs, volunteers' talents, and the creativity and resourcefulness of planners.

For additional specific ideas, see the checklists on pages 16 - 24.

"When we talk about high technology, the information age and the sophisticated service economy today, workers must know how to read manuals, dials and instruments, operate computers, and make complicated judgments on the job. Many companies, particularly high technology firms, demand a high quality of life to recruit skilled and professional staff from around the country and the world." (Joe Sapp, chairman, State Development Board)



DISTRICTWIDE PARTNERSHIPS

Assistance to an entire school district might include:

... assessing management and personnel practices and making recommendations to improve current practices or policies

... working with the superintendent and school board to help improve the district's financial picture through improved management, public relations, interpretation of budget data, and organizing support in the broader business community

... helping the district organize and develop a nonprofit community foundation to build up funds for investment in an effort to raise revenue for grants for teachers to develop new curricula or materials, scholarships, new equipment and materials, or other programs

... organizing a consortium of local businesses to negotiate an agreement with the district to give hiring priority and additional training to local graduates who demonstrate a certain basic achievement level

PRINCIPLES OF PARTNERSHIPS

1. Both parties must understand each other's institutions, including their goals, resources and limitations.

2. Pairings should be based on matching identified school needs with available business resources.

3. Each partnership must be autonomous and free to develop programs, based on these needs and resources.

4. Each partner should appoint a coordinator to assume primary responsibility for program development and administration.

5. The business partner must be considered an integral part of the school staff and should be included in program planning.

6. Goals should be set for one school year only and modified, if necessary, to avoid starting more projects than the partners can handle.

BENEFITS TO BUSINESS

... Tax deductions (state and federal) for donations of equipment and supplies to schools

... Direct contribution towards a larger pool of reliable, literate, skilled potential employees

... Reduced costs for extra training, recruitment, employee turnover, absenteeism, poor work habits, on-the-job accidents and injuries

... Increased understanding of the free enterprise system and productivity by students and educators

... Improved transfer of learning from classrooms to practical applications at work

... Decreased vandalism and shoplifting because of better understanding and attitudes toward business

... Job enrichment experiences and a "change of scene" for employees

... Increased input into shaping course content for the school system

... Opportunities to improve the quality of community life

... Improving student values and attitudes towards work

... Heightened corporate image and status as a company involved in community improvement

... Reduced costs of welfare and unemployment

... Better coodinated, more realistic school goals and priorities related to the business world

... More business input into planning, reviewing, and revising curriculum to help students understand competition in the world economy and competition for positions and promotions

... Availability of teachers and counselors as consultants or advisors for business and professional groups

... Personal satisfaction from improved student performance

... Building new sources of future customers and employees

... Decreased costs for extra training, recruitment, employee turnover, absenteeism, poor work habits, on-the-job accidents and injuries

... More cost effectiveness for educational tax dollars

... Use of student art, music, writing or photography in advertising

... Staging student music and theatrical productions and displaying student art and crafts at business

ADVANTAGES TO STUDENTS

... Better preparation for work through increased aspirations, motivation, self- confidence, and understanding of the types of jobs available and the preparation and personal attributes needed to fill them

"South Carolina is at the threshold of a new era, an opportunity to improve our schools and to stimulate economic growth in the state. Why should we be satisfied with anything less than the best?" (M. Donald Thomas, State Department of Education Deputy Superintendent, Division of Public Accountability)

... Close relationship with positive role models
... Improved technical skills and awareness of other knowledge and personal traits essential to obtaining and holding jobs
... Better preparation for work by understanding types of jobs available and their requirements
... Practical work experience
... Increased awareness of business resources, concepts, complexities, constraints, issues, limitations and expectations
... Improved basic skills from tutoring in reading, writing, math, science
... Enriched classroom experiences fostered by volunteers
... Opportunities to earn money and gain experience through work-study programs, summer jobs, after-school and weekend work
... Experience in filling out applications and being interviewed for work
... More realistic appraisal of their special interests, strengths and weaknesses to enter varied occupations

MAJOR STEPS FOR BUSINESS PEOPLE

1. Begin planning by considering the benefits of your partnership to both your company and the community.

2. Determine how you can assist schools and what degree of involvement your firm can afford by asking such questions as:

What people (supervisors, specialists and other volunteers) do we have to meet the prime needs of the school?

Can we spare these people on a regular basis? Consistency of involvement is essential; hit-or-miss (or tardy) supplemental instruction and assistance seldom benefit either partner.

Do we have surplus equipment and materials to donate to the school? If not, can we loan some equipment for a specific period of time?

Can we budget periodic grants for special projects, scholarships, awards for student and teacher achievements and other school needs?

3. Decide whether you want to focus your time and energy in working with the school district as a whole, or concentrate on an individual school, program, or class.

4. Appoint a liaison with the interest and time to coordinate your company's program. If you need more than one person, name a team to share specific responsibilities.

5. Give your liaison or team chairperson sufficient time to work with the school liaison to match needs of your adopted district, class or school with your company's resources and fields of expertise. Encourage the liaison to visit the school in person to help prepare and assure that the school staff and students are prepared for your firm's involvement.

6. Recruit volunteers and marshall company resources to fill each specific goal.

7. Draw up a written agreement or contract outlining the personnel, time, equipment and material available to meet each goal. This contract should clearly spell out realistic plans, goals, and benefits for both the school and your business.

8. Establish a procedure for getting feedback from the school and your company's volunteers and management.

9. Monitor progress, evaluate results and adjust the program as needed.

MAJOR STEPS FOR SCHOOL PERSONNEL

Principals should take the initiative in starting partnerships with business to ensure that business feels welcome.

1. Conduct a total needs assessment to pinpoint areas where support of business resources, including volunteers, would be valuable. Assessment lets the staff set realistic priorities.

2. Study which needs can be handled through curriculum revisions, budget reallocation, or reassignment of personnel, without outside help. Then identify specific tasks by which a business group or volunteers can help to improve other weak points. Concentrate on using outside talents, funds and resources to strengthen areas which cannot be handled through normal school channels.

3. Arrange a recruitment meeting at school, preferably including school lunch, breakfast or refreshments, with representatives of business firms which have expressed interest in partnerships.

4. Present an information packet, slide show, and brief speech explaining the program purposes and benefits. Discuss specific needs of students, teachers, administrators, and the building and grounds. Point out how each activity would benefit the community, as well as the school.

5. Listen to their suggestions for providing needed volunteers, expertise, equipment, materials, and time to fill some of these school needs. Encourage the business firm to recruit retirees, as well as present staff, to work on specific projects.

6. Distribute checklists so business representatives can indicate further interest on the spot.

7. Agree on a realistic program with specific deadlines for completing each activity. Delay starting the program until both partners have studied the school program and compiled a mututally acceptable list of responsibilities.

8. If the type of business help you need has not volunteered, it's time for the principal to visit local businesses, industries, civic clubs or other groups to recruit their aid. Follow up all leads, in person, not by phone. A small initial commitment or contribution usually leads to more.

9. Appoint a liaison for each business partner to generate and maintain enthusiasm and communication, to marshal human and material resources, and to coordinate efforts to meet specific objectives.

10. Ensure that teachers understand that visiting volunteers are not threats to their jobs or teaching ability. A visiting news reporter discussing writing styles, for example, must be viewed as an enrichment experience for students, not an insult. Involve staff members and students, as well as administrators, to increase positive attitudes and acceptance.

11. Collaborate with each liaison on a method of evaluating each specific activity, as well as the overall program.

12. Hold brief orientation for partners/volunteers and put them right to work.

13. Recognize partners and volunteers with news articles, awards, bulletin board pictures with captions, or outdoor sign.

14. Document activities and evaluate the program's effect on stated goals with your business partner and volunteers.

15. After evaluating problems and achievements, decide whether to continue the program next year, revise the "contract" or try a different tact.

16. Realize from the start that partnership programs can't solve all educational problems, but can be a powerful force toward achieving appropriate specific goals.

Partnership programs must be operated within the policies, rules and procedures of the participating school and school district. Permission for exceptions to policies must be granted by the district board of education or district superintendent. Materials and equipment donated should become the property of the school district.

EXAMPLES OF SUCCESSFUL SOUTH CAROLINA PARTNERSHIPS

Richland District 1 has an Adopt-A-School Program co-sponsored by the Greater Columbia Chamber of Commerce and Downtown Action Council. It begins with an annual survey of all district schools and selected businesses to determine the schools' needs and the companies' interest in participating. Then, schools and businesses are matched and "adoption" plans are confirmed by each party. Specifics are detailed in a final "partnership proposal" outlining responsibilities of both sides. The program is continually monitored and formally evaluated at the end of the school year.

Square D, a company which manufactures industrial electronic controls, has adopted its neighborhood school, Lower Richland High. One project underway is a $1,000 renewable college scholarship in engineering, business management or computer science for blacks and female students. The company's advertising staff also designed a brochure, emphasizing positive aspects of the high school to enhance its image, which was printed at the school printshop.

Baptist Medical Center in Columbia held a health fair for the 6-8 graders at Crayton Middle School, at which students had vision and blood pressure tested, height and weight checked, and pamphlets on nutrition distributed. This partnership also developed a sex education program for the students which had been approved by their parents.

Kershaw County operates an "Adopt-A-Class" project whereby students are matched with positive role models from the community--parents, grandparents, senior citizens, business and professional people, retired people, college and high school students, civic and church members, and other interested citizens. After the principal, staff and community residents conduct a needs assessment, they match listed needs with available volunteers' resources. Adopters may provide or locate resources needed by their students, help in classrooms or with recreational programs, chaperone a trip or social event, provide special projects, or tutor.

Greenville began its partnership program in 1979 in seven schools to complement other volunteer programs. Its major goals are to expand one-to-one tutoring in reading and

math. The district volunteer coordinator matches each business with a school and assures that both parties understand each other's resources, limitations and goals. A school may be adopted by more than one organization. One may furnish tutors; another, volunteers for other activities; and a third, money or materials. Greenville Bar Association members serve as advisors for debate teams, volunteers conduct mini-courses, and businesses display student art.

Horry County began its program with 16 businesses and individuals contributing support to Myrtle Beach Primary School. It has now grown to the extent that more than 150 businesses, organizations, and individuals have adopted one or more schools in the county. Volunteers are invited to school lunches and other functions and asked to serve as resource speakers.

Charleston Trident Chamber of Commerce's Education Task Force provides an active program linking businesses and public schools in Charleston, Dorchester and Berkeley counties. Volunteers provide direct services and support not only to students and teachers, but also to principals who call on managers of sponsoring businesses to help solve any school administrative problems. This frees the principal to devote more time to assist teachers and other staff.

"The private sector has not only the right, but also the responsibility, to become involved in means to improve education. Skills of our future employees depend on the mental skills they acquire as students." (South Carolina Electric and Gas Company Senior Vice President Cathy Novinger)

Alice Birney Middle School in Charleston is in partnership with the Northwoods Chick-Fil-A. The company donates a bouquet of helium-filled balloons to the "student of the day" as well as coupons for food and a certificate for framing. At the end of the semester, the 6-8 grade students invite an "important person", such as the mayor, to school. A staff member of the week nominated by students is also honored by the restaurant. Every seventh grader has participated in the "I Can" program to improve self-concept. To recognize classes with the best attendance, with bonus points for parents' attendance at PTA meetings, Chick-Fil-A Manager John Moniz also arranged an

Eastern Airlines flight to Charlotte, where winning students toured the history and science museum.

Ten schools in Charleston County participate in the WCIV-TV "A-Team" honor roll program designed to improve student grades, citizenship, attendance and effort.

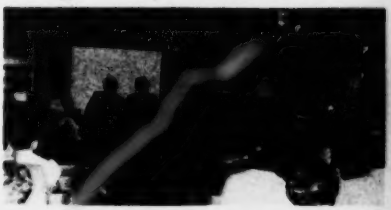
Berkeley County's Chamber of Commerce created BEST (Business and Education Striving Together Council) in 1982. Its projects include Alumax Corporation training in computer operations, economics classes for seniors in job seeking skills, and the Charleston Naval Weapons Station's language lab for children from foreign countries to learn English. Sixteen companies hire vocational juniors with good attendance and grades for part-time work for credit in air conditioning, auto mechanics, building construction, electricity, masonry, plumbing, and welding. Some 14 county industries and schools have formed partnerships.

"Industry people need to let school officials know what type of skills their workers must have," says Harry Hoppmann, personnel manager of Alumax and BEST Council chairman. "And industry has a responsibility to help students develop these skills."

Berkeley County Electric Cooperative has agreements with College Park, Bonner and St. James-Santee middle schools. "We feel that these partnerships are an investment in the future of Berkeley and Charleston counties," says E.E. Strickland, executive vice-president and general manager.

At College Park the co-op has given books to the library, conducted field trips and furnished resource speakers, primarily in science and math. When College Park won the county middle school bowl, the co-op bought the team sweatshirts printed with that news. In return, the school lets the co-op use its facilities for meetings and recreation.

"The quality of our schools will determine whether our economy grows vigorously or stagnates." (M. William Youngblood, Jr., chairman of the Governor's Task Force on Financing Excellence in Public Schools Program Committee)



"The best employees are those who can adapt to the changing needs and demands of the marketplace. Employees who can use their minds, not just their hands, are at a premium ...as employers are scrambling to cope with foreign competition and shifting market demands." (Terry K. Peterson, education advisor to Governor Riley and staff liaison to the Business/Industry/ Education/Legislative Partnership Committee)

Rock Hill Chamber of Commerce members developed a business course for academic credit for its two adopted schools, Rock Hill and Northwestern high schools. Members teach the course. Clint Carpenter, executive director, asserts, "Business can ill afford not to join forces with education in developing the greatest resource we have--the youth of South Carolina."

The Columbia office of Housing Urban Development (HUD) recently adopted Jasper County's school system. Its initial move was to provide management training in written communications and public relations for district administrators. Next, the HUD landscape artist designed plans for the schools with business absorbing the cost of the shrubbery and the students doing the actual planting.

The Dantzler Town and Country Realty Company has adopted Greenwood School District #50 administrative office. One project was use of the real estate firm's 14 telephone lines by parent volunteers and district personnel for a three night public opinion poll on parent attitudes. Survey results will be analyzed to determine reaction to implementation of the Education Improvement Act and to help make plans for the upcoming school year.

(Use this checklist to determine the priority of needs for your school or district.)

PRIORITIES OF SCHOOL NEEDS
Partnership Inventory

Management Training for Administrators:

...Financial management
...Personnel management
...Record-keeping
...Motivation
...Time management
...Public relations
...Communications
...Building and grounds
...Other

Student Incentives:

...Awards for academic achievement or academic improvement
...Awards for attendance, leadership, community service, heroism
...Work/study programs
...Unpaid student work for experience and career consideration
...Employment readiness courses or workshops
...Special skill training classes, possibly leading to job with company
...Job placement and career counseling services
...Leadership training for student leaders
...Company tours
...Day on-the-job with company employees
...Tutoring students in remedial, gifted or handicapped programs
...Sponsoring student clubs, plays, musicals, proms
...Contributing to academic, attendance, arts or athletic awards programs
...Providing health awareness seminars, booklets, films, first aid course
...Judging student essay, poetry, oratory, art contests
...Speaking at graduation, assembly programs and classes. ...Inviting student musical, dance, drama groups to perform at company
...Exhibiting student art and crafts
...Donating prizes for science fair, health fair, foreign language day, spelling bee or other school or class events

...Establishing a fund to provide musical instruments and/or instruction for talented needy students
...Sponsoring book fair and provide paperbacks free for students
...Starting a scholarship fund for bright student to attend college or technical school
...Other

Faculty/Staff Incentives:

...Sponsor summer workshops for teacher certificate renewal credit
...Offer summer employment to teachers in related work
...Provide teacher scholarship for advanced degree college work
...Sponsor teachers for special summer seminars in their subjects
...Assist faculty in selecting and purchasing computer software appropriate for record-keeping, attendance, report cards, and/or teaching
...Conduct or sponsor staff development training for.....
.....Secretary TOPIC(s)_____
.....Custodian TOPIC(s)_____
.....Lunchroom manager and staff TOPIC(s)_____
.....Faculty TOPIC(s)_____
.....Aides TOPIC(s)_____
...Recognize faculty/staff for excellence
...Recognize faculty/staff for extracurricular efforts
...Donate scholarships for faculty
...Conduct seminars for teachers who need to keep up to date with "state of the art" developments related to their subject area
...Provide teachers with specific examples of how their subject matter relates directly to actual operations to include these examples in their lesson plans
...Encourage employees from foreign countries to collaborate with language teachers in mini-courses or lessons on their native culture, economy, daily life, as well as on speaking the language
...Collaborate with guidance counselors to survey local employment opportunities and establish job placement program
...Provide updated job information to counselors
...Provide summer jobs or internships to teachers or other staff
...Assist vocational teachers with mini-courses, materials, films, equipment, tools
...Provide consultants for basic personal finance workshop

...Help develop curriculum materials
...Donate incentive grants
...Other ideas

Career Education:

...Mini-courses or workshops on basic academic skills; good work habits; values; understanding the private enterprise system; job opportunities; deciding on a career; skills in seeking, finding and keeping a job; productive use of leisure time; what employers expect and other desirable employee attributes
...Field trips so classes can visit the company to learn about its goals and operation
...Motivational speakers
...Career fair
...Mentorship or on-the-job "shadowing"
...Producing booklets for students on specific career opportunities
...Jobs for students (part-time or temporary during summer, Christmas holidays, weekends)
...Other ideas

Volunteer Work by Employees, Retirees:

...Tutoring
...Teacher aides
...Clerical aides
...Healthroom assistance
...Library assistance
...Cafeteria assistance
...Playground assistance
...Transportation
...Art
...Drama
...Music
...School publications
...Publicity
...Recognition of volunteers' work with plaques or award ceremonies
...Providing PTA with materials, speakers for meetings
...Other ideas

Special Projects

...Landscaping and beautifying school grounds
...Technical advice on building design or remodeling
...Field trips
...Fund-raising
...Starting new athletic teams
...Coaching debating team
...Repairs or renovations (clean-up/fix-up)
...Joint volunteer projects for needy, elderly, sick, or other groups
...Technical assistance with compiling student handbook
...Technical assistance with student newspaper, literary publication or yearbook
...Serving on school curriculum committee or as advisors
...Showing films or slide shows depicting kinds of jobs available and skills needed, travels to foreign countries or other interesting places, local wildlife, or other topics of interest to students.
...Demonstrations or talks at special interest clubs
...Other ideas

Materials, Tools and Equipment

... Donate educational or vocational materials/tools/equipment
... Loan tools/equipment for vocational classes or career education
... Loan printed materials and audiovisuals appropriate for classroom use
... Share forms and math problems that show students how basic skills are used on the job
... Other ideas

Name of School
Address
Principal
Partnership Chairperson
Phone

(Use this checklist to determine the nature of your firm's involvement.)

Inventory
"WHAT WE CAN DO FOR EDUCATION"

Management Training for Administrators:

...Financial management
...Personnel management
...Record-keeping
...Motivation
...Time management
...Public relations
...Communications
...Building and grounds
...Other

Student Incentives:

...Awards for academic achievement or academic improvement
...Awards for attendance, leadership, community service, heroism
...Work/study programs
...Unpaid student work for experience and career consideration
...Employment readiness courses or workshops
...Special skill training classes, possibly leading to job with company
...Job placement and career counseling services
...Leadership training for student leaders
...Company tours
...Day on-the-job with company employees
...Tutoring students in remedial, gifted or handicapped programs
...Sponsoring student clubs, plays, musicals, proms
...Contributing to academic, attendance, arts or athletic awards programs
...Providing health awareness seminars, booklets, films, first aid course
...Judging student essay, poetry, oratory, art contests
...Speaking at graduation, assembly programs and classes.
...Inviting student musical, dance, drama groups to perform at company
...Exhibiting student art and crafts
...Donating prizes for science fair, health fair, foreign language day, spelling bee or other school or class events

...Establishing a fund to provide musical instruments and/or instruction for talented needy students
...Sponsoring book fair and provide paperbacks free for students
...Starting a scholarship fund for bright student to attend college or technical school
...Other

Faculty/Staff Incentives:

...Sponsor summer workshops for teacher certificate renewal credit
...Offer summer employment to teachers in related work
...Provide teacher scholarship for advanced degree college work
...Sponsor teachers for special summer seminars in their subjects
...Assist faculty in selecting and purchasing computer software appropriate for record-keeping, attendance, report cards, and/or teaching
...Conduct or sponsor staff development training for.....
.....Secretary TOPIC(s)_____
.....Custodian TOPIC(s)_____
.....Lunchroom manager and staff TOPIC(s)_____
.....Faculty TOPIC(s)_____
.....Aides TOPIC(s)_____
...Recognize faculty/staff for excellence
...Recognize faculty/staff for extracurricular efforts
...Donate scholarships for faculty
...Conduct seminars for teachers who need to keep up to date with "state of the art" developments related to their subject area
...Provide teachers with specific examples of how their subject matter relates directly to actual operations to include these examples in their lesson plans
...Encourage employees from foreign countries to collaborate with language teachers in mini-courses or lessons on their native culture, economy, daily life, as well as on speaking the language
...Collaborate with guidance counselors to survey local employment opportunities and establish job placement program
...Provide updated job information to counselors
...Provide summer jobs or internships to teachers or other staff
...Assist vocational teachers with mini-courses, materials, films, equipment, tools
...Provide consultants for basic personal finance workshop

...Help develop curriculum materials
...Donate incentive grants
...Other ideas

Career Education:

...Mini-courses or workshops on basic academic skills; good work habits; values; understanding the private enterprise system; job opportunities; deciding on a career; skills in seeking, finding and keeping a job; productive use of leisure time; what employers expect and other desirable employee attributes
...Field trips so classes can visit the company to learn about its goals and operation
...Motivational speakers
...Career fair
...Mentorship or on-the-job "shadowing"
...Producing booklets for students on specific career opportunities
...Jobs for students (part-time or temporary during summer, Christmas holidays, weekends)
...Other ideas

Volunteer Work by Employees, Retirees:

...Tutoring
...Teacher aides
...Clerical aides
...Healthroom assistance
...Library assistance
...Cafeteria assistance
...Playground assistance
...Transportation
...Art
...Drama
...Music
...School publications
...Publicity
...Recognition of volunteers' work with plaques or award ceremonies
...Providing PTA with materials, speakers for meetings
...Other ideas

Special Projects

...Landscaping and beautifying school grounds
...Technical advice on building design or remodeling
...Field trips
...Fund-raising
...Starting new athletic teams
...Coaching debating team
...Repairs or renovations (clean-up/fix-up)
...Joint volunteer projects for needy, elderly, sick, or other groups
...Technical assistance with compiling student handbook
...Technical assistance with student newspaper, literary publication or yearbook
...Serving on school curriculum committee or as advisors
...Showing films or slide shows depicting kinds of jobs available and skills needed, travels to foreign countries or other interesting places, local wildlife, or other topics of interest to students.
...Demonstrations or talks at special interest clubs
...Other ideas

Materials, Tools and Equipment

... Donate educational or vocational materials/tools/equipment
... Loan tools/equipment for vocational classes or career education
... Loan printed materials and audiovisuals appropriate for classroom use
... Share forms and math problems that show students how basic skills are used on the job
... Other ideas

Name of Business
Address
Manager
Partnership Chairperson
Phone

MODEL SCHOOL BOARD POLICY: CREATING EFFECTIVE PARTNERSHIPS

XYZ School District

The XYZ School District supports effective partnerships among schools, parents, community, and business. Such partnerships contribute to the education of students in our district.

It is, therefore, the policy of the XYZ School District to:
1. Strengthen the involvement of parents in the education of their children.
2. Increase participation of business and industry in public schools.
3. Broaden community involvement in our schools.

To strengthen the involvement of parents in the education of their children, the XYZ School District expects the following:
1. A minimum of _____parent-teacher conferences in each school.
2. Opportunities for parents to assist in developing educational programs for their children.
3. Parenting classes and seminars at each school, readily available for parents.
4. Opportunities for parents to serve on councils, to discuss academic achievement of the schools, and to become involved in parent-teacher groups.

To increase participation of business and industry in our schools, the XYZ School District expects the following:
1. School personnel obtain advice and suggestions from the private sector.
2. Schools have business and professional organizations encourage their members to become involved in efforts to strengthen the schools.
3. School personnel work with businesses to establish Adopt-a-School or other partnership programs.
4. Principals conduct a public information campaign to support the South Carolina Public Education Foundation.
5. Schools establish partnerships with business and industry which are of mutual benefit.

To broaden community involvement in schools, the XYZ School District expects the following:

1. Schools establish volunteer programs.
2. Schools encourage civic and professional organizations to participate in local Adopt-a-School or other partnership programs.
3. Schools implement an effective public information program to inform citizens about the schools and about the achievement of students.

It is further the policy of the XYZ School District that schools establish awards programs to recognize firms and individuals who contribute to effective partnerships.

It is further the policy of the XYZ School District that the superintendent of schools prepare a yearly report to show that partnerships are being established and that recognition is given to individuals and firms who provide significant leadership in this area. The report should be presented to the Board of Education at one of its meetings in June of each year.

(SAMPLE)

BUSINESS/EDUCATION PARTNERSHIP CONTRACT

Whereas, public education and private business in_____School District have formed a program known as the Business/Education Partnership to foster greater mutual understanding and to improve cooperation between public education and the private sector;

Therefore, let it be known that on this_____day of_____, 19_____ the business firm of_____ and the_____school have entered into a partnership of mutual assistance and cooperation to strengthen their effectiveness and thereby improve the quality of life in the community.

Specific goals of this partnership for the 19_____-19_____school year are as follows:

1. _____

2. _____

3. _____

4. _____

5. _____

Witnesses: _____
Business/Coordinator

_____
School/Principal

(SAMPLE)

QUARTERLY REPORT
BUSINESS/EDUCATION PARTNERSHIP

Activities initiated this quarter:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Successes:_____

_____

Problems:_____

_____

Recommendations/comments:_____

_____

_____